

RECEIVED  
CENTRAL FAX CENTER  
NOV 05 2007

TO: EXAMINER ANDREW  
J. RUDY  
(571)273-8300  
FROM: JOHN PIENKOS  
APPLICANT, U.S. PATENT  
APPLICATION NO. 11/703,842  
(414)228-6881  
RE: PRELIMINARY CLAIM  
AMENDMENT  
DATE: NOVEMBER 5, 2007

9 PAGES  
INCLUDING  
COVER SHEET

NOV 05 2007

I hereby certify that this correspondence is being transmitted by facsimile to Examiner Andrew Joseph Rudy of the United States Patent Office, at (571) 273-8300. Date and Signature of transmittal: *John Pienkos 11/5/07*

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Pienkos, John T.

Serial No.: 11/707,842

Filing Date: February 19, 2007

Title: APPARATUS AND METHOD FOR PROVIDING PRODUCT LOCATION INFORMATION TO CUSTOMERS IN A STORE

Examiner: Andrew Joseph Rudy

Art Unit: 3627

---

**PRELIMINARY AMENDMENT**

---

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

The Applicant respectfully requests that the following claim amendments be entered prior to consideration of the present Application on the merits.

**Amendments to the claims** are reflected in the listing of claims that begins on page 2 of this paper.

**Remarks** begin on page 8 of this paper.